



COMMUNITY DEVELOPMENT DEPARTMENT

PLANNING DIVISION

3300 Newport Boulevard, Building C, Newport Beach, CA 92663

(949) 644-3200 Fax: (949) 644-3229

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CITY OF NEWPORT BEACH ZONING ADMINISTRATOR STAFF REPORT

January 11, 2012

Agenda Item 3

SUBJECT: Corporate Plaza West Monument Sign – PA2011-210
1600 Newport Center Drive
Modification Permit No. MD2011-019

APPLICANT: Irvine Company

PLANNER: Erin M. Steffen, Planning Technician
(949) 644-3234

ZONING DISTRICT/GENERAL PLAN

PC-40 (Corporate Plaza West)/ CO-G (General Commercial Office)

PROJECT SUMMARY

The applicant proposes a modification permit to allow the construction of a freestanding monument sign located along East Coast Highway. The sign is a maximum 3 feet, 11 inches high by 8 feet wide, including the base, with a sign area of 16 square feet and identifies tenant names.

RECOMMENDATION

- 1) Conduct a public hearing; and
- 2) Adopt Draft Zoning Administrator Resolution No. _ approving Modification Permit No. MD2011-019, subject to findings and conditions (Attachment No. ZA 1).

DISCUSSION

- The Corporate Plaza West Planning Community Text only allows Project/Building Identification Signs as freestanding monument signs; therefore the purpose of this modification permit approval is to allow the addition of one freestanding sign with tenant identification. More specifically, as allowed by Zoning Code Section

20.42.080.C, approval of the modification permit will allow the following with regards to the proposed monument sign:

1. To locate the monument sign on East Coast Highway where the PC Text requires a monument sign to be located only at a major access entry drive from an adjacent frontage street.
 2. To change the sign content to include tenant identification where the PC Text restricts the sign content to the project or building name and street address.
 3. To allow a sign width of 8 feet where the maximum allowed under the Code for the proposed sign would be 4.5 feet.
 4. To allow the exclusion of a building address from the proposed sign where the PC Text and the Zoning Code require an address on the sign identifying the property.
- The building at 1600 Newport Center Drive is located at the corner of East Coast Highway and Irvine Terrace. The orientation of the 1200 and 1400 Newport Center Drive buildings, the parking lot layout, and the landscaping in Corporate Plaza West obstruct visibility of the 1600 building from Newport Center Drive. Because the 1600 building fronts onto East Coast Highway, the most visible and direct access to this address is from East Coast Highway via Irvine Terrace and not from Newport Center Drive. East Coast Highway is a heavily traveled, high-speed, multi-lane highway and the addition of the tenant monument sign east of the Irvine Terrace access point will assist way-finding for motorists with a destination of the 1600 Newport Center Drive building.
 - The proposed sign does not interfere with the intent or purpose of the Zoning Code as it provides for adequate identification of the site while guarding against the excessive and confusing proliferation of signs.
 - The sign will comply with the City's site distance requirements and has been designed to complement the area and uses to which it relates.

ENVIRONMENTAL REVIEW

The project qualifies for a Class 11 (Accessory Structures) categorical exemption of the California Environmental Quality Act because it involves the construction of a monument sign which is incidental and accessory to the principal commercial use of the property and does not intensify or alter the use.


PUBLIC NOTICE

Notice of this application was mailed to all owners of property within 300 feet of the boundaries of the site (excluding intervening rights-of-way and waterways) including the applicant and posted on the subject property at least 10 days prior to the decision date, consistent with the provisions of the Municipal Code.

APPEAL PERIOD

Modification Permit applications do not become effective until 14 days following the date of action. Prior to the effective date, the applicant or any interested party may appeal the decision of the Zoning Administrator to the Planning Commission by submitting a written appeal application to the Community Development Director. For additional information on filing an appeal, contact the Planning Division at 949-644-3200.

Submitted by:



Erin M. Steffen, Planning Technician

GBR/ems

Attachments: ZA 1 Draft Resolution
 ZA 2 Vicinity Map
 ZA 3 Project Plan

Attachment No. ZA 1

Draft Resolution

RESOLUTION NO. ZA 2012 - ###

A RESOLUTION OF THE ZONING ADMINISTRATOR OF THE CITY OF NEWPORT BEACH, APPROVING MODIFICATION PERMIT NO. MD2011-019 TO ALLOW THE CONSTRUCTION OF A FREESTANDING MONUMENT SIGN LOCATED AT 1600 NEWPORT CENTER DRIVE (PA2011-210)

THE ZONING ADMINSTRATOR OF THE CITY OF NEWPORT BEACH HEREBY FINDS AS FOLLOWS:

SECTION 1. STATEMENT OF FACTS.

1. An application was filed by the Irvine Company, with respect to property located at 1600 Newport Center Drive, and legally described as Parcel 3 of Parcel Map No. 94-102, requesting approval of a modification permit.
2. The applicant proposes a modification permit to allow the construction of a freestanding monument sign located along East Coast Highway. The sign is a maximum 3 feet 11 inches high by 8 feet wide, including the base, with a sign area of 16 square feet and identifies tenant names.
3. The subject property is located within the PC-40 (Corporate Plaza West) Planned Community and the General Plan Land Use Element category is General Commercial Office (CO-G).
4. The subject property is located within the coastal zone with a Coastal Land Use designation General Commercial Office (COG-B).
5. A public hearing was held on January 11, 2012, in the City Hall Council Chambers, 3300 Newport Boulevard, Newport Beach, California. A notice of time, place and purpose of the meeting was given in accordance with the Newport Beach Municipal Code. Evidence, both written and oral, was presented to, and considered by, the Zoning Administrator at this meeting.

SECTION 2. CALIFORNIA ENVIRONMENTAL QUALITY ACT DETERMINATION.

1. The project has been reviewed, and it qualifies for a categorical exemption pursuant to Section 15311 of the California Environmental Quality Act under Class 11 (Accessory Structures) of the Implementing Guidelines of the California Environmental Quality Act.
2. Class 11 includes construction or replacement of minor structures such as on-premise signs accessory to (appurtenant to) existing commercial facilities. The proposed monument sign is incidental and accessory to the principal use of the property and does not intensify or alter the use.

SECTION 3. REQUIRED FINDINGS.

Modification Permit

In accordance with Section 20.52.050 E. (Required Findings, Modification Permits) of the Newport Beach Municipal Code (NBMC), the following findings and facts in support of the finding for a Modification Permit are set forth:

Finding

A. The requested modification will be compatible with existing development in the neighborhood.

Fact in Support of Finding

1. The proposed monument sign is compatible in size and design with other monument signs on the neighboring property and in the surrounding commercial area.
2. Corporate Plaza West is located within the Newport Center and Fashion Island commercial development. The development covers a large geographic area and is generally characterized by wide landscape setbacks and strategically placed freestanding signs. The location of the proposed monument sign is within a landscape area between East Coast Highway and the 1600 Newport Center Drive building.
3. The proposed monument sign does not constitute or contribute to a significant proliferation of signs which would be inconsistent with the neighborhood character.
4. The proposed monument sign does not include an address plate as consistent with the other freestanding identification signs located throughout Newport Center.

Finding

B. The granting of the modification is necessary due to the unique physical characteristic(s) of the property and/or structure, and/or characteristics of the use.

Fact in Support of Finding

1. The building at 1600 Newport Center Drive is located at the corner of East Coast Highway and Irvine Terrace. The orientation of the 1200 and 1400 Newport Center Drive buildings, the parking lot layout, and the landscaping in Corporate Plaza West obstruct visibility of the 1600 building from Newport Center Drive. Because the 1600 building fronts onto East Coast Highway, the most visible and direct access to this address is from East Coast Highway, via Irvine Terrace and not from Newport Center Drive. East Coast Highway is a heavily traveled, high-speed, multi-lane highway and the addition of the tenant monument sign, east of the Irvine Terrace access point, will assist way-finding for motorists with a destination of the 1600 Newport Center Drive building.

Finding

C. The granting of the modification is necessary due to practical difficulties associated with the property and that the strict application of the Zoning Code results in physical hardships that are inconsistent with the purpose and intent of the Zoning Code.

Fact in Support of Finding

1. The granting of a modification is necessary in this case to allow deviations with regards to the monument sign for sign width and location as well as the sign copy to include tenant names.
2. The Corporate Plaza West Planned Community regulations permit only wall-mounted tenant signage and restrict the sign copy of freestanding signs to the project or building name and street address. The Zoning Code neither restricts tenant signage to wall signs nor prohibits tenant names on monument signs. In this case, the addition of tenant names will provide greater convenience to motorists offering adequate identification of key uses, which are otherwise obscured from view due to the building setback and the site landscaping. Additionally, tenant names on monument signs are common throughout the City of Newport Beach and throughout regional business and commerce centers.
3. The Corporate Plaza West Planned Community regulations do not specify limitations on the height, width, or sign area of monument signs. Zoning Code regulations limit the maximum height to 8 feet (6 feet average), the maximum width to 1.5 times the average height, and the maximum sign area to 75 square feet. The proposed monument sign is 3 feet, 11 inches high from the lowest grade and 2 feet, 4 inches from the highest grade by 8 feet wide with a sign area of 16 square feet. The characteristics of the sign allow it to be developed in scale with and complementary to its surroundings.
4. The Corporate Plaza West Planned Community regulations restrict the location of monument signs to major entry access drives from adjacent frontage streets, provided that they comply with the City of Newport Beach site distance requirement 110-L. The sign will comply with the City's site distance requirements and be located along East Coast Highway. Though it will not be located directly at the major entry access, the monument sign will meet the same objectives and direct motorist traveling to the 1600 building to use the entrance at the East Coast Highway and Irvine Terrace intersection.

Finding

D. There are no alternatives to the Modification Permit that could provide similar benefits to the applicant with less potential detriment to surrounding owners and occupants, the neighborhood, or to the general public.

Fact in Support of Finding

1. An alternative to the modification permit would require an amendment to the Corporate Plaza Planned Community Text. However, the proposed monument sign is consistent with the intent of the Planning Community and Zoning Code, which is to promote the commercial development of the site by improving way-finding to this location.
2. The proposed monument sign is a logical design solution to identify key tenants occupying the 1600 building from East Coast Highway. The sign will be in scale with the existing development and complement its surroundings.
3. The sign meets all setback and site distance requirements and will not be detrimental to the surrounding neighborhood or to the general public.

Finding

E. The granting of the modification would not be detrimental to public health, safety, or welfare to the occupants of the property, nearby properties, the neighborhood, or the City, or result in a change in density or intensity that would be inconsistent with the provisions of this Zoning Code.

Fact in Support of Finding

1. The monument sign will be constructed on private property and will neither change the density or intensity of the existing commercial use nor affect the flow of light or air to adjoining properties.
2. The monument sign will not interfere with sight distance from any street, alley, or driveway.
3. The sign is located with a large landscape area. The sign is not excessive in height, area, or length and its will not significantly diminish the open space character of the landscaped street setback.
4. The listing of tenant names on the monument sign promotes public convenience by making this information more visible to motorists driving northbound on East Coast Highway. Furthermore, the addition of tenant names to the monument sign will increase awareness of the center's businesses.

SECTION 4. DECISION.

NOW, THEREFORE, BE IT RESOLVED:

1. The Zoning Administrator of the City of Newport Beach hereby approves Modification Permit No. MD2011-019, subject to the conditions set forth in Exhibit A, which is attached hereto and incorporated by reference.

2. Modification Permit applications do not become effective until 14 days following the date of action. Prior to the effective date, the applicant or any interested party may appeal the decision of the Zoning Administrator to the Planning Commission by submitting a written appeal application to the Community Development Director. For additional information on filing an appeal, contact the Planning Division at (949)644-3200.

PASSED, APPROVED AND ADOPTED THIS 11TH DAY OF JANUARY, 2012.

By: _____
Brenda Wisneski, AICP, Zoning Administrator

DRAFT

EXHIBIT "A"

CONDITIONS OF APPROVAL

1. The development shall be in substantial conformance with the approved plot plan, elevations, and sign details, except as noted in the following conditions.
2. The final location of the monument signs shall be approved by the Public Works Department to ensure that the signage does not impact vehicular sight distance.
3. Unless otherwise indicated by the Corporate Plaza West Planned Community Text, the dimensions of the monument signs shall not exceed an average height of 3 feet in height by 8 feet wide; sign area shall be limited to a maximum of 16 square feet (per face); and individual letter heights shall not exceed eighteen inches.
4. The subject monument signs are permitted to include tenant signage that would otherwise be precluded by Corporate Plaza West Planned Community regulations.
5. To ensure readability of the monument size, the minimum letter size allowed shall be 6 inches.
6. Unless otherwise determined by the Public Works Department, the applicant shall obtain an encroachment permit and agreement for construction of the sign in the existing storm drain easement along East Coast Highway.
7. The proposed monument sign shall not be required to include address plate, unless otherwise required by the Fire Department or Planning Division.
8. Anything not specifically approved by this Modification Permit is prohibited and must be addressed in a separate and subsequent Modification Permit review.
9. This approval was based on the particulars of the individual case and does not, in and of itself or in combination with other approvals in the vicinity or Citywide, constitute a precedent for future approvals or decisions.
10. Prior to issuance of building permits, the applicant shall submit to the Planning Department an additional copy of the approved architectural plans for inclusion in the Modification Permit file. The plans shall be identical to those approved by all City departments for building permit issuance. The approved copy shall include architectural sheets only and shall be reduced in size to 11 inches by 17 inches. The plans shall accurately depict the elements approved by this Modification Permit and shall highlight the approved elements such that they are readily discernible from other elements of the plans.
11. A building permit shall be obtained prior to commencement of the construction.

12. A copy of this approved resolution shall be incorporated into the Building Department and field sets of plans prior to issuance of the building permits.
13. If any of the existing public improvements surrounding the site is damaged by private work, new concrete sidewalk, curb and gutter, street pavement, and other public improvements will be required by the City at the time of private construction completion. Said determination and the extent of the repair work shall be made at the discretion of the Public Works inspector.
14. All work performed within the public right-of-way shall be reviewed and approved by the Public Works Department under an encroachment permit/agreement, if required.
15. This approval shall expire unless exercised within 24 months from the date of approval as specified in Section 20.54.060.A (Time limits) of the Newport Beach Municipal Code, unless an extension is approved prior to the expiration date of this approval, in accordance with Section 20.54.060.B (Extensions of time) of the Newport Beach Municipal Code.
16. To the fullest extent permitted by law, applicant shall indemnify, defend and hold harmless City, its City Council, its boards and commissions, officials, officers, employees, and agents from and against any and all claims, demands, obligations, damages, actions, causes of action, suits, losses, judgments, fines, penalties, liabilities, costs and expenses (including without limitation, attorney's fees, disbursements and court costs) of every kind and nature whatsoever which may arise from or in any manner relate (directly or indirectly) to City's approval of the Corporate Plaza West Monument Sign including, but not limited to, Modification Permit No. MD2011-019 (PA2011-210). This indemnification shall include, but not be limited to, damages awarded against the City, if any, costs of suit, attorneys' fees, and other expenses incurred in connection with such claim, action, causes of action, suit or proceeding whether incurred by applicant, City, and/or the parties initiating or bringing such proceeding. The applicant shall indemnify the City for all of City's costs, attorneys' fees, and damages which City incurs in enforcing the indemnification provisions set forth in this condition. The applicant shall pay to the City upon demand any amount owed to the City pursuant to the indemnification requirements prescribed in this condition.

Attachment No. ZA 2

Vicinity Map

VICINITY MAP



Modification Permit No. MD2011-019
PA2011-210

**Corporate Plaza West Monument Sign
1600 Newport Center Drive**

Attachment No. ZA 3

Project Plans

1600 NEWPORT CENTER DR

MONUMENT SIGNAGE - PERMIT DRAWINGS

11.7.11



PA2011-210 for MD2011-019
1600 Newport Center Drive
The Irvine Company

11-0238

J B 3 D
Architectural Graphics & Branding

731 N. Main Street • Orange, California 92868
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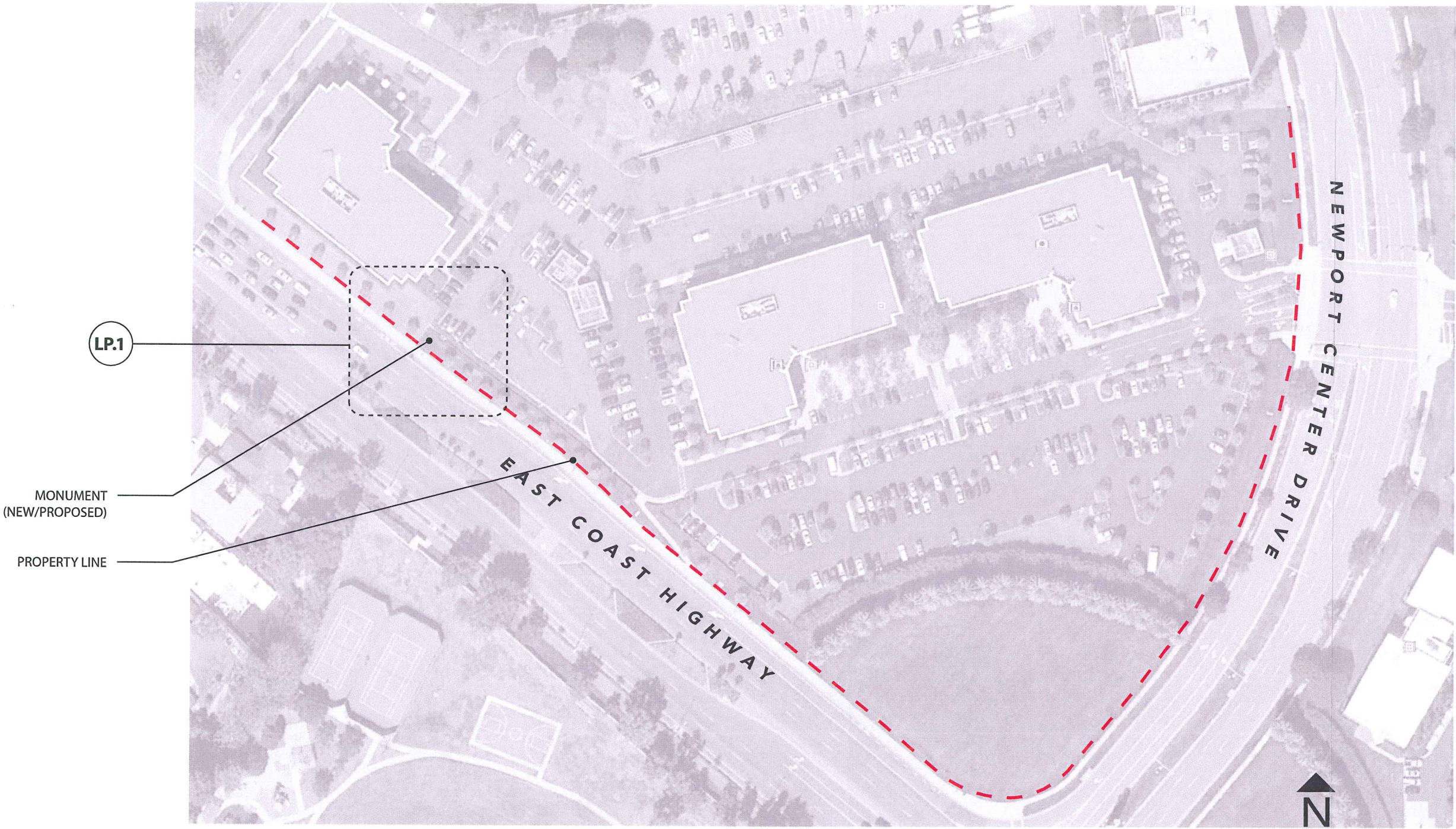
PIW/IRVINE COMPANY/1600 NCD/11-0239 Monuments/CONST. DOCS/1600-1200 NCD Monuments.ai

- PROPOSED SIGN TO BE LOCATED OUTSIDE OF ANY EXISTING EASEMENT
- PROPOSED SIGN TO BE LOCATED BEHIND PROPERTY LINE AND OUTSIDE OF SIGHT DISTANCE TRIANGLE
- EXACT POSITION OF SIGN TO BE STAKED IN FIELD
- NO TREES SHALL BE TRIMMED OR REMOVED

J B 3 D

Architectural Graphics & Branding

731 N. Main Street • Orange, California 92868
714.744.2300 • 714.744.8061 fax • jb3d.com



REVISIONS:	1600 Newport Center Drive Newport Beach, CA	CLIENT IRVINE COMPANY	CONTACT LISA KHUDIC	DRAWING TITLE LOCATION PLAN		
		DATE 11.7.11	JOB # 11-0238	SCALE NTS	DESIGNER JW	SHEET # LP.0

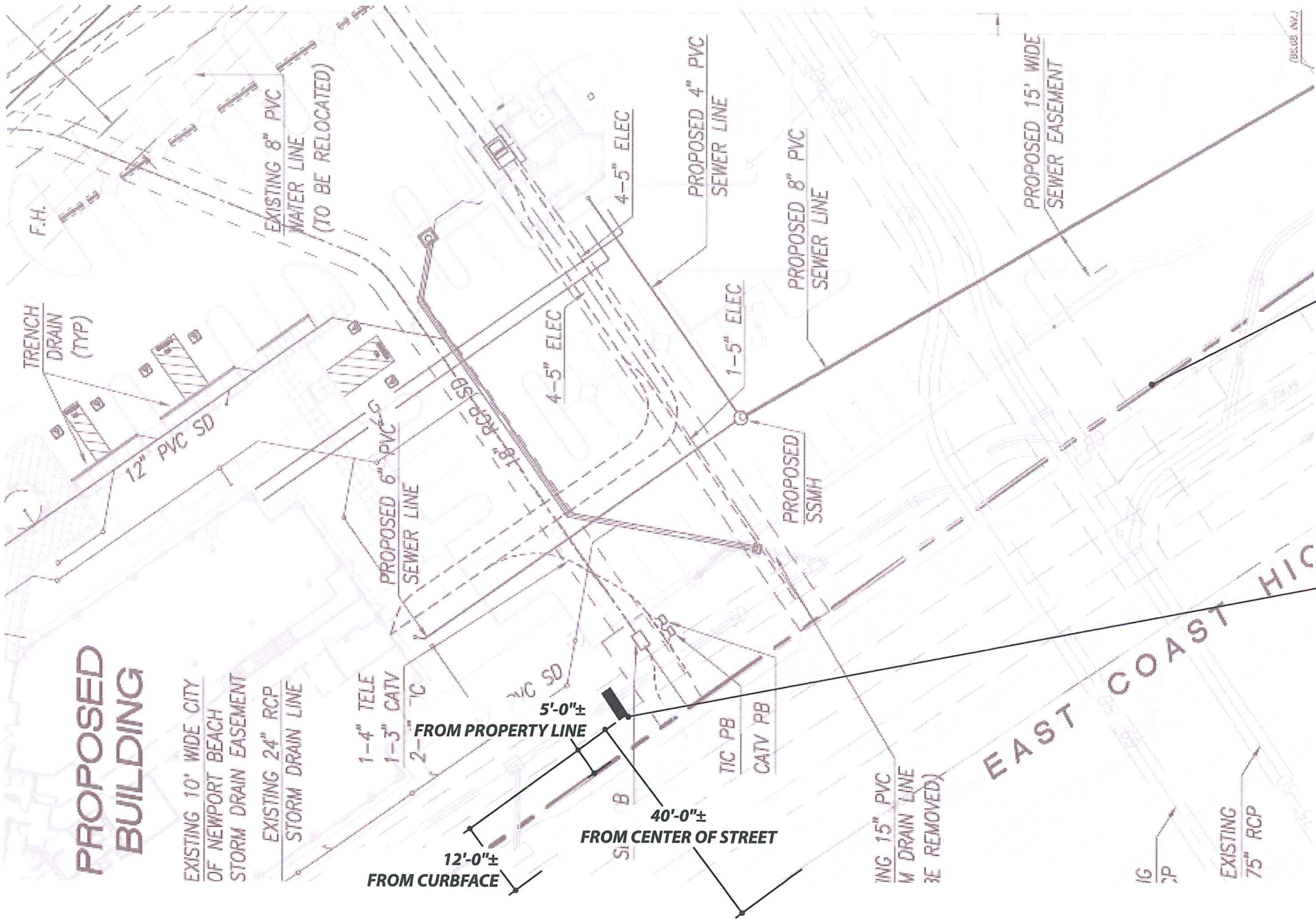
The following drawings, specifications, ideas, designs, and arrangements represented thereby, are and shall remain the property of the designer, and no part thereof shall be copied, disclosed to others or used in connection with any work or project other than the specified project for which they have been prepared and developed without the written consent of the designer. Visual contact with these plans or specifications shall constitute conclusive evidence of acceptance of these restrictions.

PIW/IRVINE COMPANY/1600 NCD/11-0239 Monuments/CONST. DOCS/1600-1200 NCD Monuments.ai

J B 3 D

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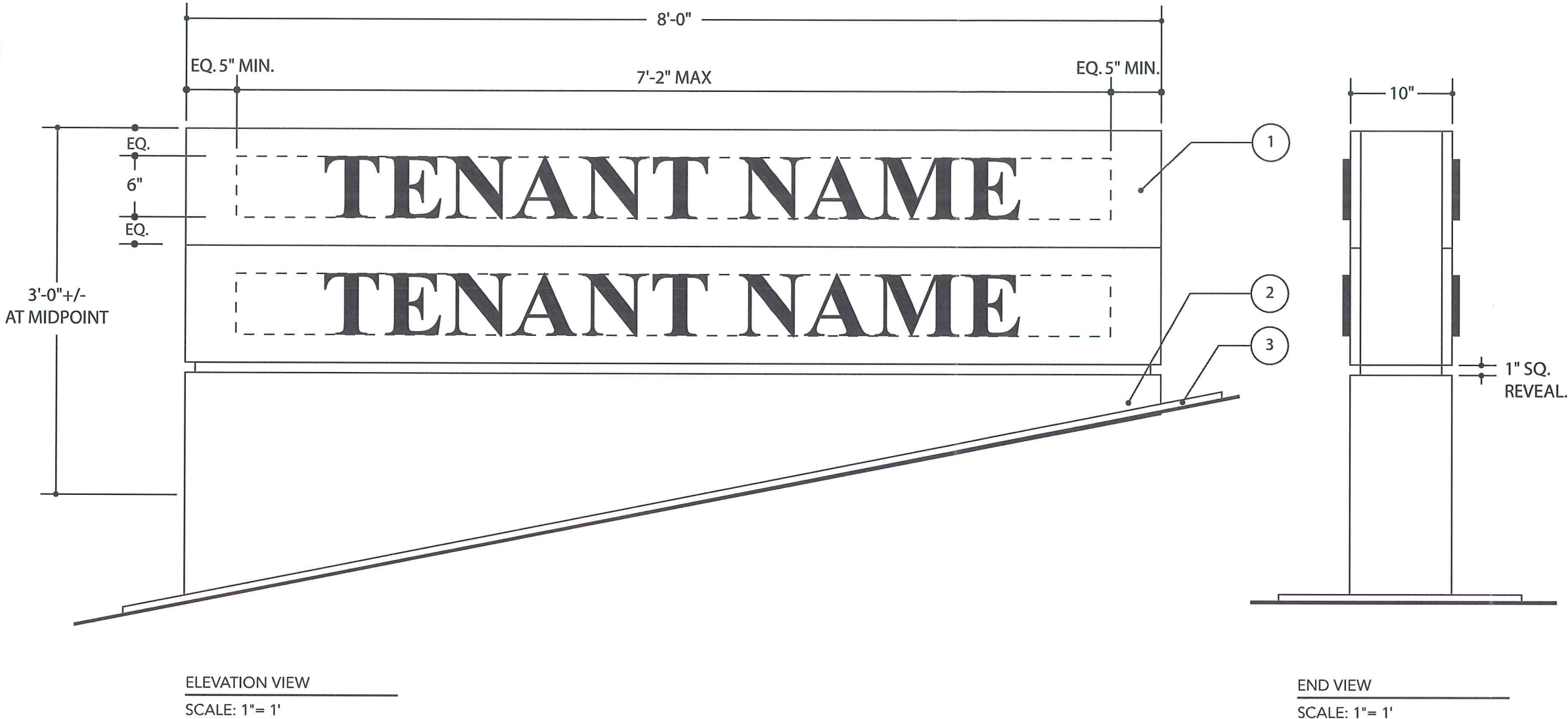
731 N. Main Street • Orange, California 92868
714.744.2300 • 714.744.8061 fax • jb3d.com



REVISIONS:	1600 Newport Center Drive Newport Beach, CA	CLIENT IRVINE COMPANY	CONTACT LISA KHUDIC	DRAWING TITLE LOCATION PLAN		
		DATE 11.7.11	JOB # 11-0238	SCALE 1"=30'	DESIGNER JW	SHEET # LP.1

The following drawings, specifications, ideas, designs, and arrangements represented thereby, are and shall remain the property of the designer, and no part thereof shall be copied, disclosed to others or used in connection with any work or project other than the specified project for which they have been prepared and developed without the written consent of the designer. Visual contact with these plans or specifications shall constitute conclusive evidence of acceptance of these restrictions.

PIW/IRVINE COMPANY/1600 NCD/11-0239 Monuments/CONST. DOCS/1600-1200 NCD Monuments.ai



- DESIGN NOTES:
- REUSE/MOVE EXISTING** INTERNALLY ILLUMINATED ALUMINUM CABINET (COOL WHITE FLUORESCENT ILLUMINATION) PAINTED TO MATCH DUNN EDWARDS 5188 "RUDDY OAK" W/ 1/2" THICK 7328 WHITE ACRYLIC PUSH THROUGH LETTERS.

TYPEFACE: *TIMES NEW ROMAN - BOLD*. TENANT NAMES MUST BE ALL CAPITAL LETTERS, SYMBOLS ARE NOT ALLOWED. TEXT TO BE CENTERED VERTICALLY AND HORIZONTALLY ON PANEL.
 - NEW** SMOOTH NATURAL CONCRETE BASE W/ FOOTING PER STRUCTURAL ENGINEERING CALCULATIONS (GRADE ANGLE TO BE FIELD VERIFIED).
 - NEW** 8" SMOOTH NATURAL CONCRETE MOW STRIP.
- SEE SHEET 3 FOR ELECTRICAL DETAILS

REVISIONS:	1600 Newport Center Drive Newport Beach, CA	CLIENT IRVINE COMPANY	CONTACT LISA KHUDIC	DRAWING TITLE MONUMENT SIGN		
		DATE 11.7.11	JOB # 11-0238	SCALE NOTED	DESIGNER JW	SHEET # 1.0

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